



2020 JCAP WORKSHOP

Thursday, January 9, 2020

9:30 AM-5:00 PM

California Public Utilities Commission

505 Van Ness Avenue
San Francisco, CA 94102
Courtyard Room



ENERGY
UPGRADE
CALIFORNIA®



AGENDA

AGENDA

9:30 – 9:45 AM

Introduction and Agenda | CPUC

9:45 – 10:15 AM

Look Back – JCAP Year 3 | DDB

10:15 – 11:45 AM

JCAP Year 4 | DDB

Year 4 Goals and Priorities (by channel)

Messaging

Pledge

Channel Approaches

11:45 – 12:45 PM

Lunch Break | All Parties

12:45 – 1:15 PM

Evaluation Presentation | Opinion Dynamics

1:15 – 2:00 PM

ESA | All Parties

2:00 – 2:30 PM

Approach to Small Business in Year 4 | All Parties

2:30 – 2:45 PM

Break | All parties

2:45 – 4:45 PM

Prioritization of topics | All Parties

4:45 – 5:00 PM

Next Steps and JCAP Timeline | DDB

WHY ARE WE HERE?

9:45 AM-10:15 AM | DDB Group

Looking back on Y3

Looking forward to Y4

Aligning on Year 4 Goals and Objectives

Y3 JCAP PRIORITIES

Behaviors (Free), to include behaviors such as:

- EE Behaviors
- TOU Behaviors
- EV Behaviors

Customer Experience

- Utility Online Management Tool
- Lead Generation
- Small-Business Engagement

ESA

Low or No-Cost Home Improvements, to include topics such as:

- HVAC maintenance
- Energy Management Technologies
- Lighting

Home Investments, to include topics such as:

- EE Appliances
- HVAC Upgrade or Replacements
- Building Envelope

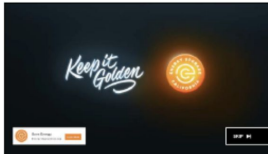
AC Cycling/Demand Response

CARE



YEAR 3 HIGHLIGHTS

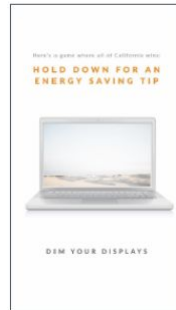
Video: Broadcast & Digital



Print/OOH



Social



Audiences exposed to paid media said the messages made them aware and moved them to action.

Paid Media

Community Events



Tentpole Activations

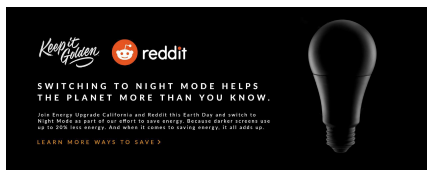


Community members are receptive to the Energy Upgrade California message and welcome more information about energy efficiency behaviors.

Community Outreach

YEAR 3 HIGHLIGHTS

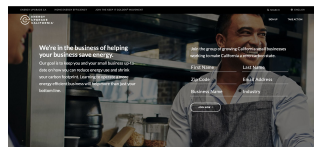
Cultural Moments



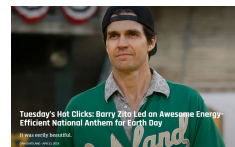
Engaging content and traffic-generating, culturally relevant activations along with an optimized user site experience had a positive impact on PA Traffic, Movement Sign-ups and Social Shares.

Website

Website Optimizations



Campaign Voices



Having a portfolio of campaign voices is effective in generating appeal of campaign message amongst diverse audiences. Increased appeal of EUC campaign message to hard-to-reach audiences through tailored op-eds and in-language media outreach efforts.

Earned Media

Hard-to-Reach Audiences

La Opinión

Cinco ideas para mantenerse fresco este verano en California

Estas simples acciones te ayudarán a mantenerte fresco y ahorrar energía al mismo tiempo.

lápino

Disfrutando del sol del verano, mientras preservamos nuestros recursos naturales

Por: Ana García - agosto 15, 2019

ENERGY UPGRADE CALIFORNIA

Big ways for small businesses to save energy during the holidays

11/1/2019

VIETBAO

VĂN HỌC - NGHỆ THUẬT

Làm Giương Sử Dụng Năng Lượng cho Gia Đình & cho Tương Lai

YEAR 3 LEARNINGS

BRAND KPIs

Awareness

- KIG-aided awareness rose from 30-39%, meeting the goal of 35-42% and significantly exceeded Y2-aided awareness, rising from 30% to 39%
- EUC-aided awareness rose from Y2 to 52%

Intent

- Shift in motivation rose to 83%, meeting our 81-83% goal
- Shift in personal responsibility rose from 75% to 77%
- The majority of Californians intend to change their daily routines to become more energy efficient (77%), remaining stable vs. Y2



YEAR 3 LEARNINGS

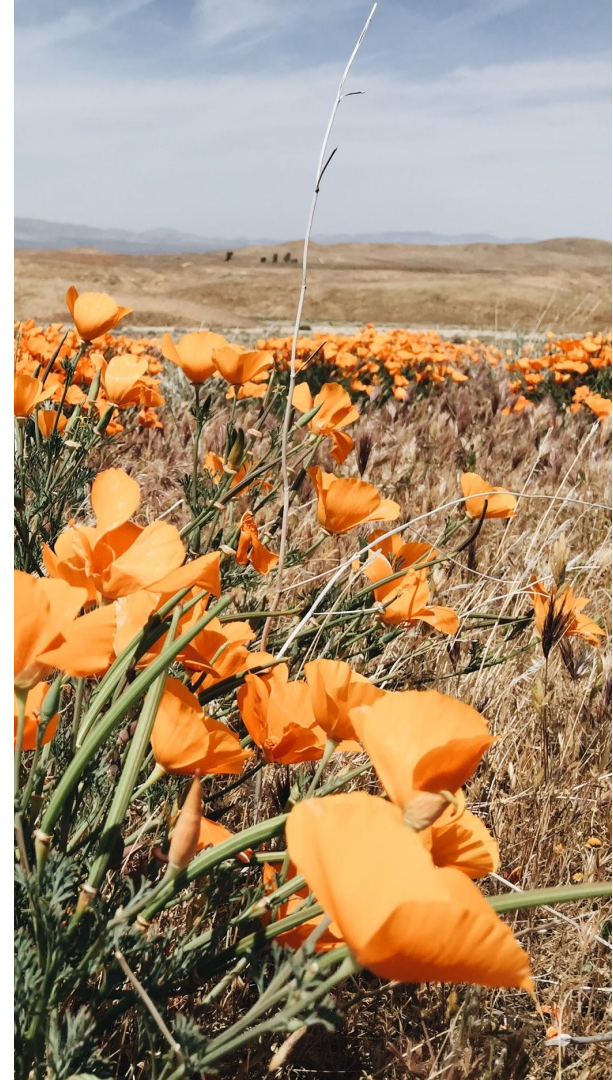
OPPORTUNITIES FOR GROWTH

Action

- Energy efficiency action awareness ranges from 38% to 76%. Turning off the TV (76%), turning off the computer (70%), and turning on the minimum number of lights necessary (69%) have the highest awareness.
- Energy efficiency actions Californians report as taken “all the time” range from 10% to 54%, indicating strong potential for growth. For example:
 - 54% turn off the TV when no one is watching “all the time”
 - 14% turn off power strips “all the time”

Advocacy

- 35% have encouraged others in their household to improve their energy management.
- 18% have encouraged others outside their household to improve energy management.
- 70% of Californians say family, friends, and community leaders influence their energy behaviors.



YEAR 3 LEARNINGS

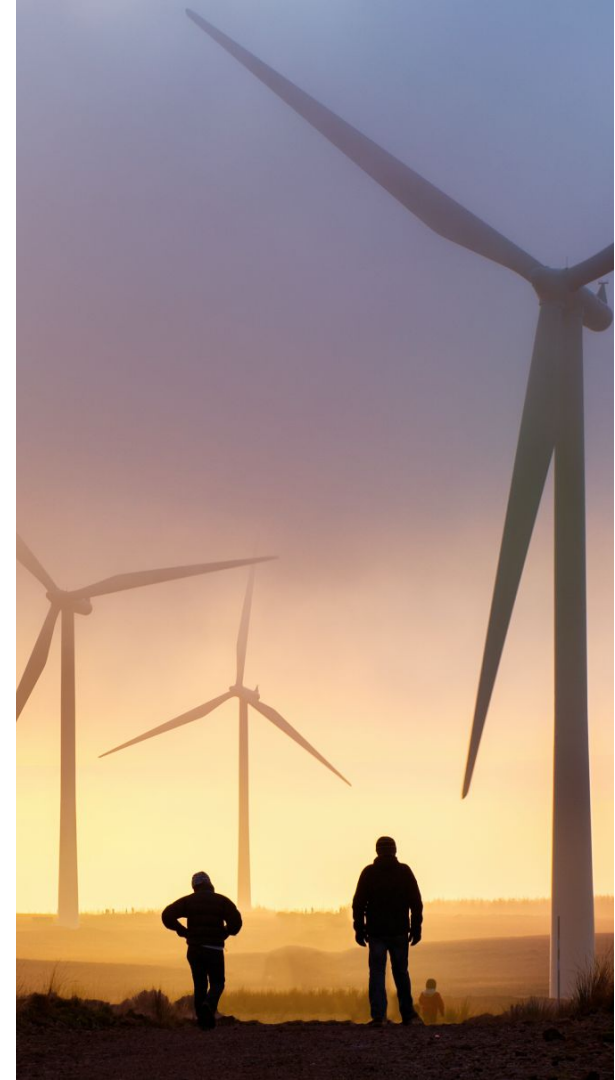
MULTICULTURAL

Multicultural audiences show **strong aided awareness** of EUC and Keep it Golden:

- EUC aided awareness (vs. 52% for general population)₁
 - Hispanic: 55%
 - Asian: 53%
 - African American: 59%
- Keep it Golden aided awareness (vs. 39% for general population)₁
 - Hispanic: 41%
 - Asian: 38%
 - African American: 48%

As the largest multicultural group in California with a strong receptivity towards energy efficiency messaging, community and movement participation, we see an opportunity to engage and activate Hispanic audience more deeply in Year 4:

- There are over **15.5 million** Hispanics in California - representing **39%** of the population₂
- **81%** agree “I’m always seeking out more ways to **become more energy efficient**”
- Hispanics have a higher than average **intent to participate** in energy efficiency - **82%** (vs. 77% general population)₁



AUDIENCES SEGMENTATION

Messaging and channel selection will take into consideration the key drivers of our three core segments. We've seen a **growth in the proportion of Spirited Promoters** (+12% vs. January 2019), indicating an opportunity to capitalize on this enthusiasm and **drive advocacy**.

Spirited Promoters Segment

Spirited Promoters Segment: **26%**

- Motivation: Being seen as trailblazers
- Role: Influencers and advocates for the movement
- Communication needs:
 - Inspiration to take action themselves by convincing them that energy management can be simple and easy
 - Content that is easy to share and noticeable by others

Rational Participant Segment

Rational Participant Segment: **22%**

- Motivation: Cost-savings, home improvement, and comfort
- Role: Household managers
- Communication needs:
 - Tips to get the entire household onboard
 - Connect compacted actions to cost saving
 - Tap into their desire to not be wasteful

Quiet Advocate Segment

Quiet Advocate Segment: **12%**

- Motivation: Recognition for their energy-conscious behaviors
- Role: Doers – they could be showcased as the real Energy Heroes
- Communication needs:
 - Showcase their role and impact in the energy movement
 - Position them as the community energy thought leaders and educators



JCAP YEAR 4: GOALS AND MESSAGING

10:15 AM-11:45 AM | DDB Group

Presented by Alex Burke, Mark Hurley, Emily Cerling
and Agency Partner Representatives

YEAR 4

CONTINUED OPTIMIZATION AND INTEGRATION WITH TOU

With an ambition to build the most efficient and effective program yet in 2020, DDB Group will create **ONE macro campaign** with **three layers** rather than three distinct campaigns. By building more continuity between efforts, consumers are more likely to **remember** our message and take **action** on it.

In Year 3, the statewide initiative was expanded to achieve the goals set forth in D. 17-12-023, helping all Californians understand the context for transition to Time of Use (TOU) rate plans and how they can benefit from it. In Year Four, DDB Group will continue **integrating the customer engagement program** across EE and TOU to create an even more **seamless** and **cost-effective** customer experience.



YEAR 4 OBJECTIVES

Year Four is the **Year of Action** for Energy Upgrade California, with an increased focus on the Keep it Golden Movement. After three years of steady gains in awareness and intent to take action, EUC will focus on sustained energy action by all Californians.

At the center of the EUC campaign's evolution will be the **Keep it Golden Pledge**. The DDB Group will evolve the existing Join the Movement sign-up experience to center around a **pledge to use energy better to protect California**, and an **Energy Challenge program** that all pledge-signers can enroll in to drive ongoing positive energy actions. Building on the learnings of Year 3, the program will prompt Californians to take simple, single-minded energy-saving actions, helping close the gap between awareness and action.



TOPLINE CUSTOMER ENGAGEMENT GOALS

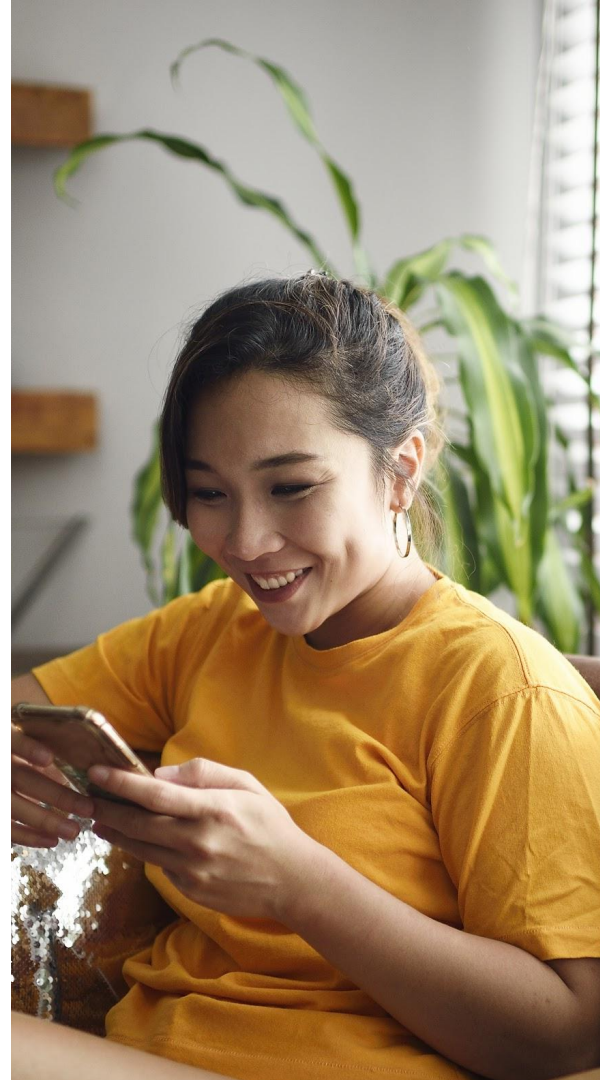
In addition to our awareness and intent-to-act KPIs, EUC's success also will be measured by **Californians' actions** – via participation in the Movement, KIG Pledge sign-ups, and the completion and sharing of specific energy conservation challenges.

DDB will continue measuring the following brand KPIs:

- Awareness and familiarity with EUC and KIG
- Intent and motivation to become more energy efficient
- Personal responsibility

As well as *action* and *advocacy* through web data and analytics tools. For example:

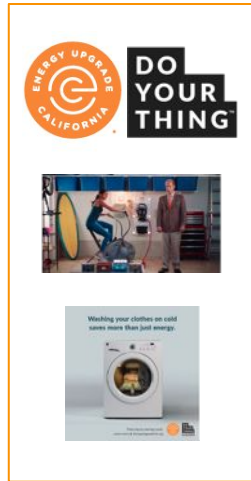
- Traffic to relevant IOU program web pages
- Pledge sign-ups
- Ongoing energy efficiency content engagement (e-mail, social, texts, etc.)
- Pledge challenge participation
- Pledge and challenge sharing and referrals





MESSAGING

EVOLVING COMMUNICATIONS



2015

DRIVER OF CHANGE

- Go beyond “home upgrade” to broader “use less energy” message
- Tie EUC logo closer to energy more clearly
- DYT created to remind/empower individual small actions

2016



DRIVERS OF CHANGE

- Go beyond “use less” to broader “use energy better”
- Integrate multiple messages (Vision, EE, RR) under one umbrella
- Elevate the brand to speak as “the voice of California”
- Create a new paradigm for energy use, beyond EE “reminders”

2018/19



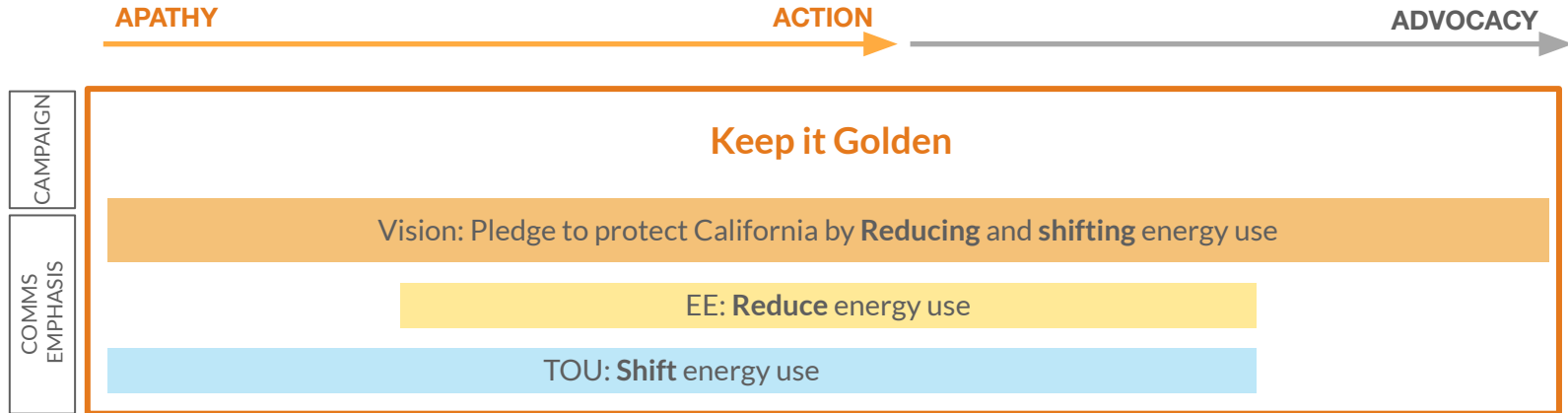
2020

DRIVERS OF CHANGE

- Build on driving awareness and intent to driving action and advocacy
- Create one macro campaign with multiple layers
- Strengthen connection to energy usage
- More single-minded messaging

FROM APATHY TO **ADVOCACY**

In past years, we have focused on moving Californians **from** “apathy to action” - breaking up apathy around their energy usage and driving **intent** to change behavior. In Year 4 we will build on this and **expand our remit** into key areas for growth: driving **repeat action** and building **advocacy**, in order to encourage Californians to spread the message on our behalf and build a sustaining campaign.



EUC MESSAGING IN 2020

At the heart of Year Four communications will be two critical calls-to-action:

1. **Sign the KIG Energy Pledge:** encourage all Californians to commit to protecting California by using energy more wisely.
2. **Join the KIG Energy Challenge Program:** migrate as many pledge-signers as possible into the KIG Challenge program - receiving regular reminders and fun energy saving challenges.

DDB Group also will leverage the Year Three learnings around communicating too many energy savings actions, to somewhat diminished effect. Messaging in Year Four will be more single-minded. When energy actions are communicated, EUC will deliver fewer tips with more focused behavior messages.



MESSAGING ARCHITECTURE

In Year 4, EUC will evolve communications to create **one macro campaign** - “Keep it Golden” - with multiple layers of messaging to address distinct audiences and communications objectives. This layered approach will aid **recall** and help communications **build on one another** more efficiently.

| EUC CAMPAIGN PLATFORM | Keep it Golden | | | | |
|-----------------------|--|---|--|---|---|
| SUB-CAMPAIGN | Vision | Energy Efficiency | | | Time-of-Use |
| PROGRAM FOCUS | | EE Behavior | SB Audit | ESA | |
| OBJECTIVE | Get millions of Californians to pledge to protect California | Increase participation in and frequency of EE actions | Get small businesses to get an energy audit | Drive ESA assessment signups | Drive TOU understanding and action |
| MESSAGE | Pledge to protect California by using energy better | Use less energy by joining the pledge program | Get an energy audit because it's good for business and good for California | Get an ESA assessment to get tech/appliances that save money & energy | Shift energy use (Power down from 4-9) |
| AUDIENCE | All Californians + Hispanic Focus | All Californians | Small Business <100 | HHI <\$35k | All Californians (Geographic waves) + HM and low-income focus |
| CTA /DRIVES TO | Pledge ↓ Energy Actions | EE Actions ↓ Pledge | EUC SB Page ↓ IOUs for Audits | EUC ESA Page ↓ IOUs for ESA Programs | TOU Actions Pledge (less emphasis) |

COMMS APPROACH

In Year Four, DDB Group must keep delivering breakthrough creative content and activations that disrupt the media ecosystem, earn our audiences' limited attention, and drive engagement and sharing at scale. To do so, EUC messaging will continue to leverage the “**Noise & Nudge**” approach that was highly successful in Year Three. But in Year Four, as we focus on building and sustaining the KIG Movement, we'll also need to **leverage more voices** of Californians in support of our cause. A movement is made up of many voices, and it won't be enough for EUC to speak alone about the urgency to join us. We'll need to “**Prove**” the movement is growing, by bringing third-party voices into our mix.

NOISE



Break through the clutter with high-impact, concentrated efforts

PROVE



Build relevance and social proof through relatable groups and influencers

NUDGE



Nudge action (pledge and EE) with targeted tactics



THE PLEDGE & CHALLENGE PROGRAM

MOVING CALIFORNIANS TO ACTION: **PLEDGE PROGRAM**

CONTEXT

Most Californians are highly interested in saving energy. 83% of Californians say they are “always seeking out ways to become energy efficient”₁

Culturally, and especially in California, we have reached a tipping point in the conversation around climate change. After experiencing the impacts of climate change firsthand, Californians not only broadly express concern about the issue but want to know what they personally can do to help. In California, one of the top 10 “Breakout” Google search terms around “Climate Change” was “What can I do to about climate change” indicating a shift from climate anxiety to climate action.₂

CHALLENGE

Still, not enough Californians are taking consistent action. For example, just 14% report turning off power strips all the time, and only 25% consistently unplug electronic devices and appliances when they’re not being used₁

SOLUTION

In order to get Californians to take more consistent action, we need to not only motivate them, but provide them with the tools to help them change their behavior. We have devised a 2-part approach to helping Californians to take action:

1. A pledge to drive commitment
2. A challenge program to help Californians follow through on their commitment

1. A PLEDGE TO DRIVE COMMITMENT

- Taking a pledge has been shown to **increase likelihood in following through** with that commitment for a range of desired outcomes, from voting₁, to weight loss₂, to donations₃.
- Gives us a way to **recontact** Californians with timely and relevant energy efficiency communications.
- Initial results show **strong interest in an energy-saving pledge** to fight climate change and protect California. When exposed to early pledge concept, **59%** of Californians said they'd be interested in signing₄.
- The pledge will be a central call to action within the campaign, integrating into mass media, PR and CBO tactics.

2. A CHALLENGE PROGRAM TO FOLLOW THROUGH

- The **Keep it Golden Energy Challenge** program is a simple text-based program created to **help Californians become better, smarter energy users**.
- Each week, they'll get a text with an "energy challenge," asking them to take an action to save energy, like unplugging unused appliances or switching to LED lightbulbs. They'll **learn how to use energy better** and how their **actions contribute to a positive impact** for California.
- By focusing on **single-minded**, timely energy prompts, we'll **trigger** and **track** energy actions amongst participating Californians, helping us to continuously improve the program.
- Initial results show **strong interest** in joining an energy-saving challenge program. When exposed to an early challenge program prototype, **1 in 2** Californians said they'd be interested in participating₄.
- This program also provides an opportunity to integrate more closely with IOU programs and communications.

Source 1: Costa M, Schaffner BF, Prevost A (2018) Walking the walk? Experiments on the effect of pledging to vote on youth turnout.

Source 2: Prashanth U. Nyer and Stephanie Dellande. 2010. "Public Commitment as a Motivator for Weight Loss." Psychology & Marketing 27(1): 1–12; Michael Tomz and Robert P. Van Houweling. 2012. "Political Pledges as Credible Commitments." 1–46.

Source 3: Sarah Cotterill, Peter John, and Liz Richardson. 2013. "The Impact of a Pledge Request and the Promise of Publicity: A Randomized Controlled Trial of Charitable Donations." Social Science Quarterly 94

Source 4: Pollfish Quantitative Survey of 1000 Californians, October 2019

PLEDGE & CHALLENGE PROGRAM

YEAR 4 DISCUSSION

- How can IOUs encourage their customers to leverage the challenge program as a tool to become better energy users? Where are the most appropriate moments and touchpoints to share this program?
- How else can we connect the pledge and challenge program with existing IOU tools and resources (e.g. marketplaces, educational resources etc.)?
- Is there a way for IOUs themselves to stand in solidarity with their customers pledging to use energy better? What commitment can IOUs make?



CHANNEL APPROACH

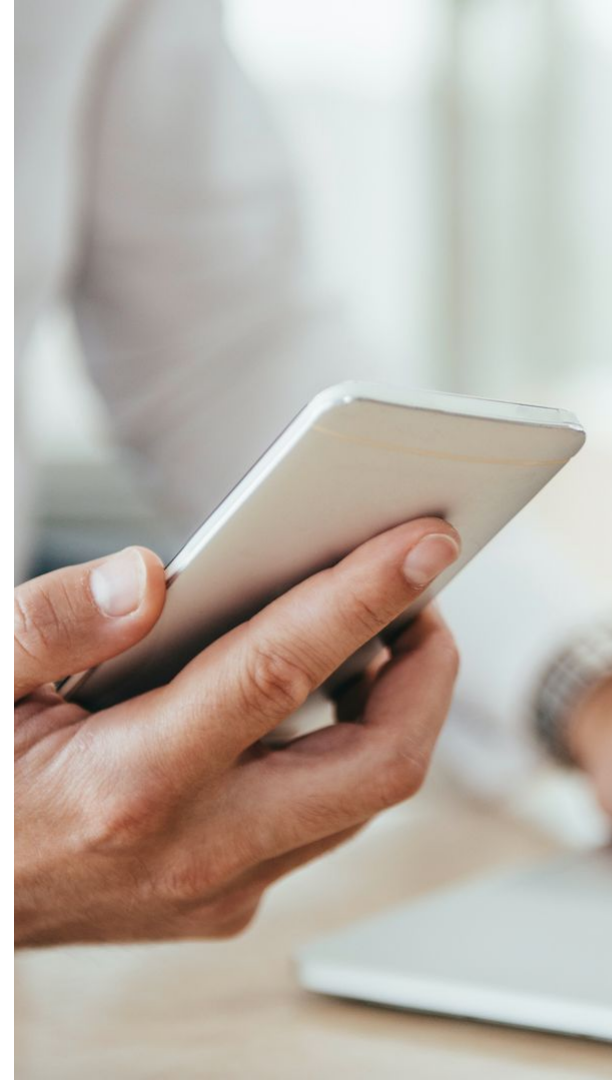
WEBSITE

- Updates to the EUC.org website in 2020 will push the Keep It Golden Pledge to the forefront of the web experience, and drive enrollment in the energy efficiency Challenge Program.
- Dynamic site updates will allow for integration of campaigns on the website, creating deeper consumer engagement on the website.
- Continue to monitor and report on referrals from the Energy Upgrade California site to PA sites. Utilize the new EUC website platform to test various ways to drive to PA sites at a higher frequency.

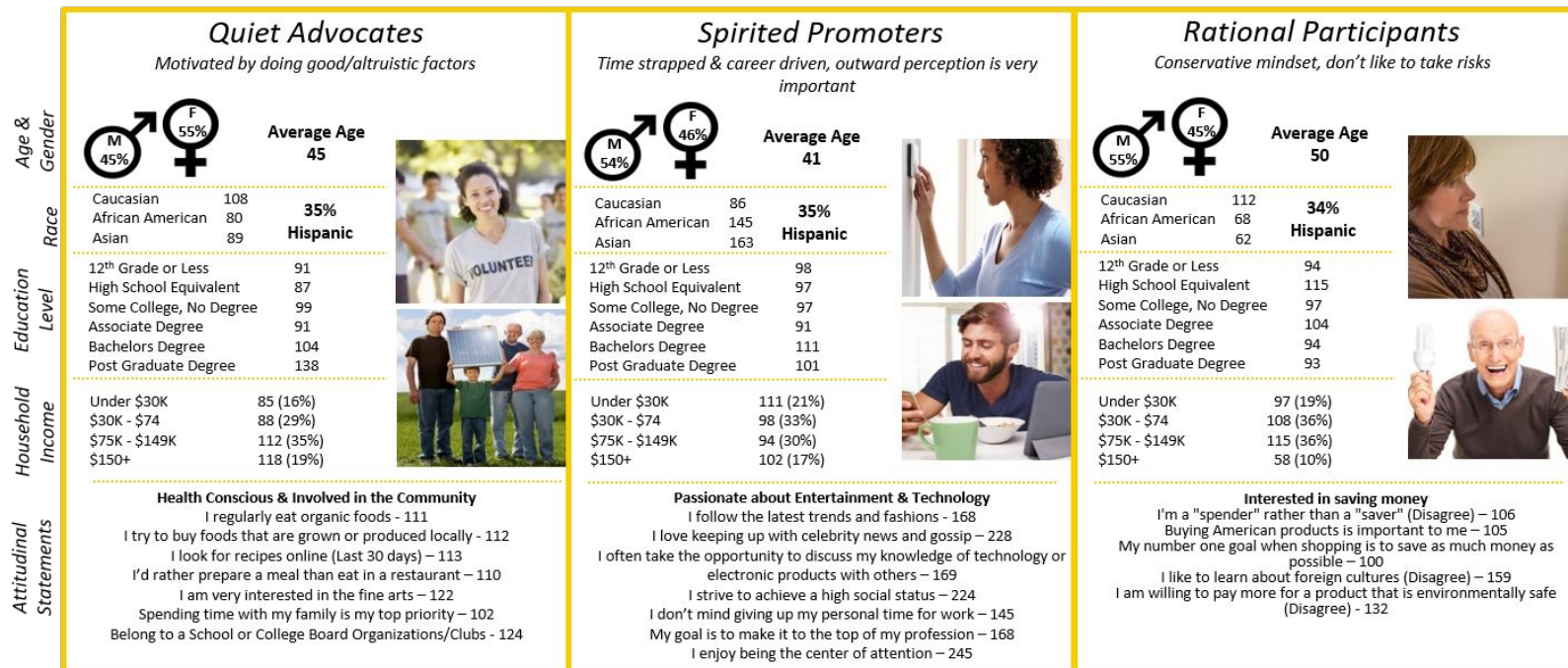


PAID MEDIA

- The 2020 media approach is an evolution of the previous always-on strategy with three key areas of focus to help make 2020 the year of action for the Keep it Golden Movement:
 1. **One Campaign Mindset** - Consider all three layers of the campaign (Vision, EE, TOU) and develop one holistic plan meant to educate and activate Californians
 2. **Concentrated Media Activity** - Rise above the “noise” by concentrating media spend and weight into shorter time periods, but sequence Vision, EE, and TOU activity so that a message is in market at all times
 3. **Mass and Precision Media**
 - **Mass Media** – Drive awareness, reach & participation of the Keep It Golden Pledge
 - **Precision Media** – Continue driving pledge sign-ups through re-messaging & more targeted efforts based on where users are in their pledge journey



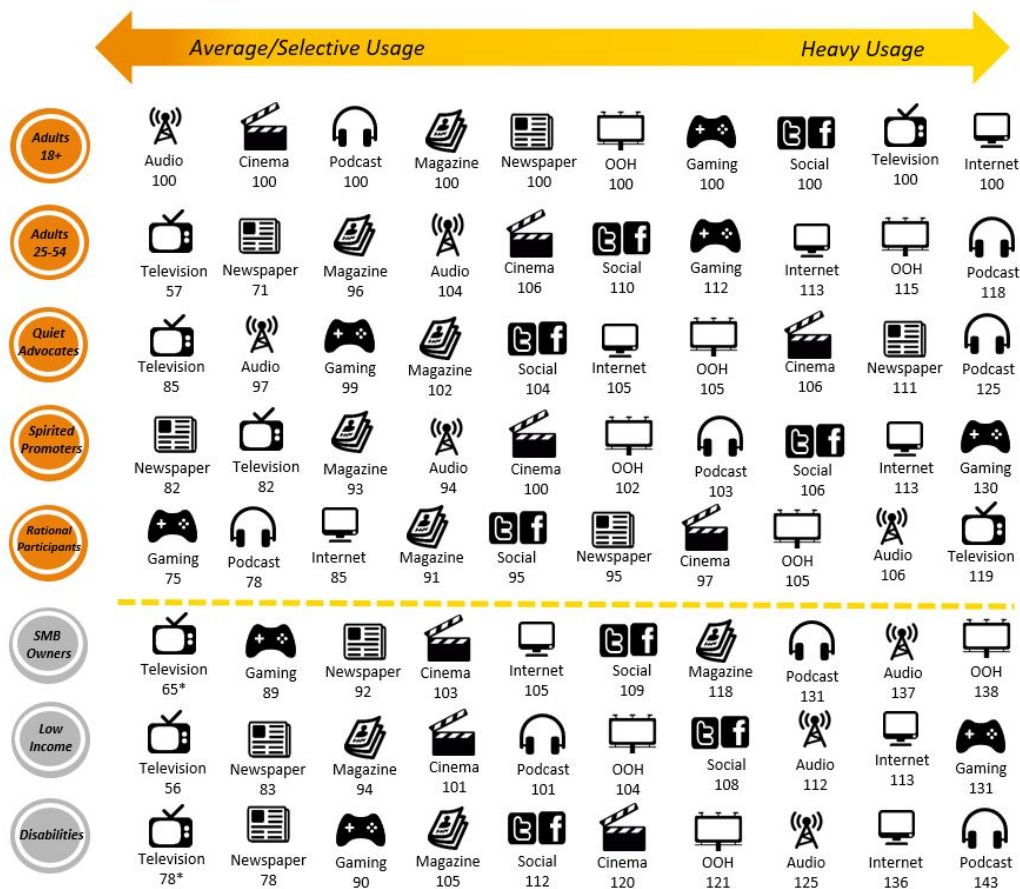
PAID MEDIA



PAID MEDIA

- Leverage media tactics and partnerships that will inspire Pledge sign ups and continued participation in the program.
- Prioritize video formats and focus spending to those video formats that will best resonate for a particular audience type of segment.
 - I.e. prioritize Video within Social channels as compared to traditional broadcast for the Quiet Advocates
- Channel consumption by core and demographic targets.

Core Targets

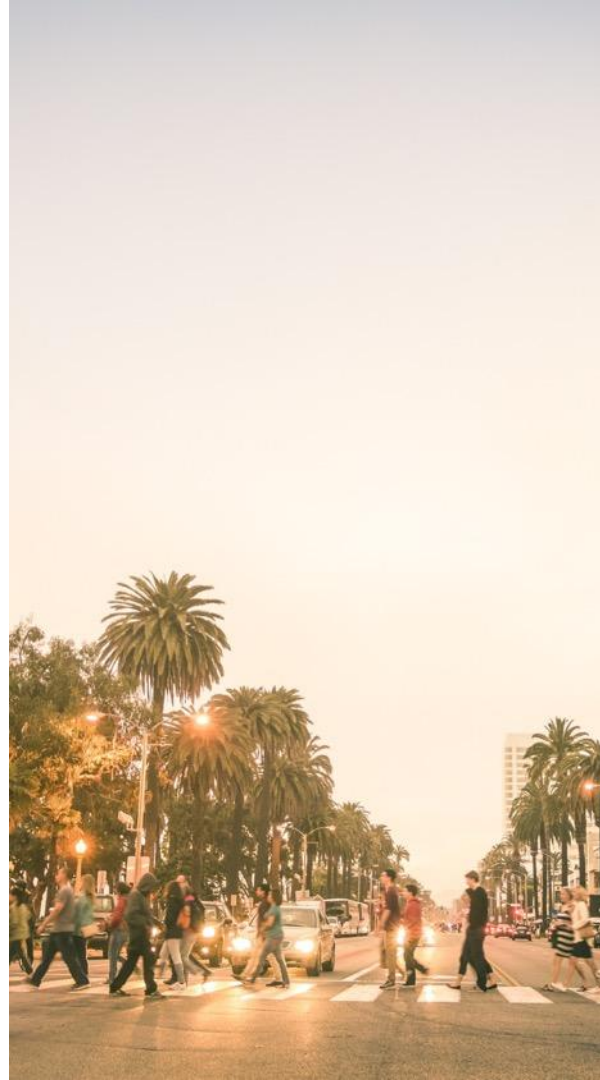


Develop and distribute stories that support the Keep It Golden campaign and drive residents to take action by:

- Using cultural moments in time, current events, and seasonal changes to generate timely media stories.
- Using controlled messaging tactics (e.g., mat release, audio news release, broadcast segments) to efficiently share the KIG Movement on trusted channels such as print, online, radio, TV, and social at the regional and statewide levels.
- Activating media specialists who can reach multicultural audiences and increase awareness of KIG movement amongst hard-to-reach audiences.

Diversify appeal to join the Keep It Golden Movement through a range of voices including campaign spokespeople and partners such as:

- Well-known California personalities/celebrities who can create early media interest in campaign message via integrated campaign activations.
- CBO partners and local and regional personalities who can increase awareness of the KIG movement.
- Micro-influencers as an ongoing campaign voice to tailor the KIG movement to lifestyle interests.



ORGANIC SOCIAL

- Note: Paid social included in paid media
- Continue to encourage Californians to make an impact with their energy savings actions through platform-specific organic posts on social media - focusing on joining the movement by signing the pledge.
 - Platforms: Facebook, Instagram, Twitter, Youtube
- Share pledge participant actions and progress to demonstrate momentum of the movement.
- Build evergreen content series and activate around key holidays to build engagement and keep energy efficiency top of mind.
- Leverage influencer-created content to demonstrate energy efficiency and build social proof.
- Emphasizing a two way dialogue with our audience/community to create a more interactive relationship with our social as we try to build more movement and advocacy.
- Enable swipe-up feature on Instagram stories, either through account verification and/or increasing follower count to 10,000 people. Use swipe-up feature in stories to directly link to pledge sign-up.



COMMUNITY OUTREACH

- Continue to engage new CBOs within our target audiences (Multicultural, Seniors, Low Income, Disability).
 - Continue to develop and build upon tentpole activations such as Earth Month, National Night Out, and Small Business Saturday.
 - Capitalize on the existing membership and regional affiliates networks of partner organizations to dig deeper into our target communities
 - Coordinate ESA/CARE outreach opportunities with our disadvantaged communities members and with the IOUs
 - Utilize elected officials to motivate local CBO partners into actions
- Work with CBOs that partnered with Energy Upgrade California in Years 1-3 and regularly re-engage with them to maximize their participation in the statewide initiative via the KIG Pledge and further spread the energy efficiency message to their community members to help them adopt management practices.
- Integrate with other Energy Upgrade California channels, including owned and public relations, to better elevate the statewide initiative's message through thought leadership.
 - Use influential community leaders and elected officials to help drive Energy Upgrade California message and add a level of trust as the message comes from someone within their community whether it's about Energy Upgrade California or energy management behaviors.



LUNCH BREAK

Please return by 12:45 PM



EVALUATION PLAN PRESENTATION

12:45 PM – 1:15 PM

**Energy Efficiency Analyst, California Public Utilities
Commission**

Presented by Opinion Dynamics



ESA UPDATE AND DISCUSSION

1:15 PM-2:00 PM

COLLABORATION SESSION

All Participants

ESA YEAR 3 JCAP OBJECTIVES

In the Year 3 JCAP, it was determined that ESA would be a high priority in year 3. Given the specificity of the program, media and messaging would be more targeted to the specific audience.

Given the decision above outlined in the Year 3 JCAP, DDB group has created the following campaign to launch in Q1 2020.



ESA INSIGHTS TO DATE

While **58%** of low-income Californians (HHI <\$35k) are motivated to be more energy efficient, just **33%** of them intend to participate in energy efficiency₁. This highlights the need for a bespoke campaign that offers low-income audiences a way that they specifically can participate in and benefit from energy efficiency.

Applying for ESA is a great way to help low-income audiences benefit from energy efficiency, but many low-income audiences don't trust their utility provider or want a stranger coming into their home for an ESA audit₂. The campaign must establish trust and make the ESA program feel approachable and genuinely helpful.



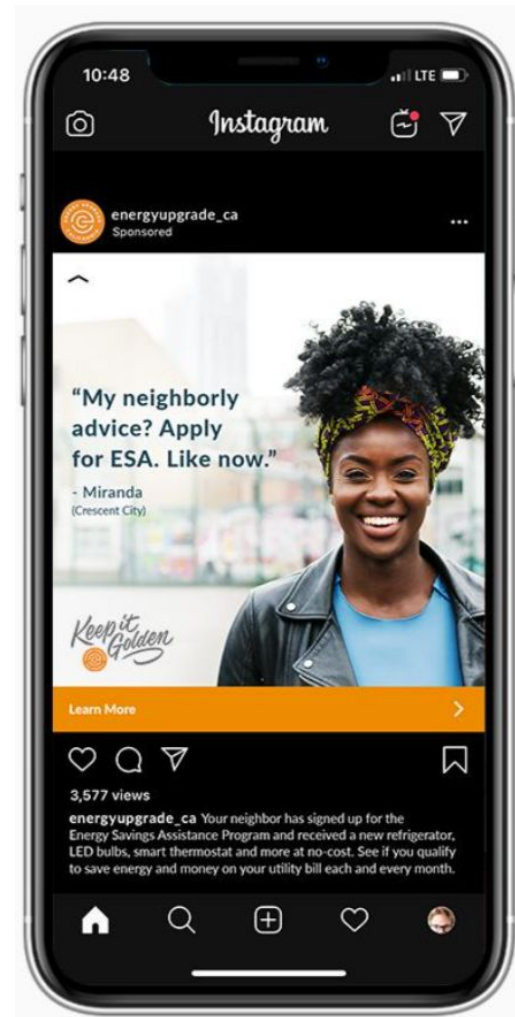
Source 1: DB5 Wave 6 Tracker, July 2019, n = 2500

Source 2: Collaborative Session with IOU and Energy Efficiency Stakeholders

ESA CAMPAIGN IN PROGRESS

The 2020 ESA campaign is being developed to get low-income families to sign up for a free ESA assessment by highlighting the amazing benefits they can get with ESA.

- The campaign will feature real people from ESA-priority cities around the state talking about how ESA has benefitted them
- Media will be activated around a social-first digital strategy, with programmatic support to build awareness of the program in specific neighborhoods
- The campaign will be geo-targeted to align with the top 5-10 priority cities selected at the creative stage, and grouped with their associated zip codes (previously provided by IOUs)
- Campaign has been shared with IOU stakeholders at the 12/11 EE stakeholder meeting and is currently moving into production, to launch late-March/early-April



ESA

YEAR 4 DISCUSSION

- How can we further strengthen the connection between EUC and IOU resources for ESA audience in Year 4? What other programs do IOUs offer for low-income audiences?
- How else can we engage low income audiences in energy efficiency beyond driving them to ESA programs?
 - Anything that's worked particularly well for IOUs that we should consider?



APPROACH TO SMALL BUSINESS IN YEAR 4

2:00 PM-2:30 PM

COLLABORATION SESSION

All Participants

SMB

YEAR 3 JCAP OBJECTIVES

In the Year 3 JCAP, the focus for Small Business was placed on restaurants and grocery stores, though media tests proved that this target is too restrictive (more info on following pages).

The following objectives were outlined for Year 3:

- Explore other channels to reach small-business owners with high energy use.
- Leverage small businesses' motivation to influence others to be advocates to other small businesses who may be more rationally motivated.
- Continue to develop content and materials that educate small-business owners about energy management tips.



SMB AUDIENCE INSIGHTS

Small Business Owners are receptive to EUC messaging, and have above-average awareness of the brand:

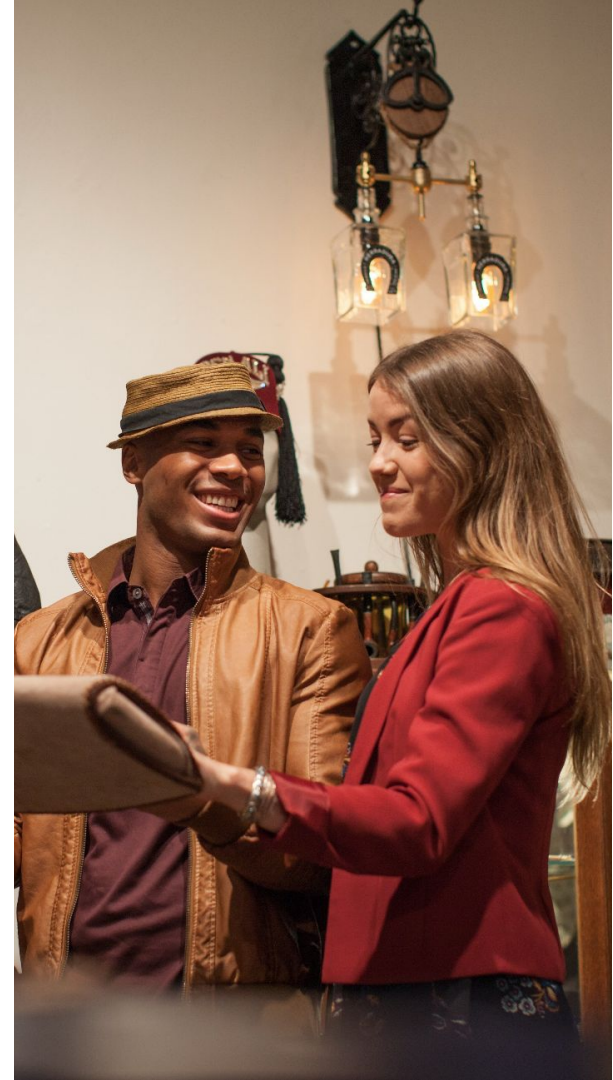
- **61%** aided awareness of EUC (vs. 52% general population)₁
- **48%** aided awareness of Keep it Golden (vs. 39% general population)₁
- **80%** of SBs found the latest energy efficiency campaign extremely or very relevant₁, suggesting a halo effect of mass market communications.

Small Business Owners are open to energy management, but don't know where to start:

- **51%** currently participate in energy management₁
- Of those who don't currently participate, **65%** are willing to learn more about better energy management₁
- **41%** feel overwhelmed with the amount of information available about being energy efficient₂
- This suggests an opportunity to capitalize on this desire to act by providing small businesses with the right information and **tools to take action** and become more energy efficient.

Source 1: DB5 Wave 6 Tracker, July 2019, n = 2500

Source 2: DB5 Segmentation, Top 2 Box (41% vs 35% of total sample)



SMB YEAR 3 LEARNINGS

Through a workshop with IOUs and stakeholders, DDB Group identified Small Business **energy audits** as an ideal focus of messaging, as it **solves many of the SBs pain points** (they want to save energy but don't know where to start), and is a **common offering** amongst all IOUs.

Focusing on **specific industries** (restaurants and groceries) proved to be **too restricting**, as it didn't allow for the reach, efficiency and ability to optimize. Going into Year 4, we are **recommending broadening** the targeting to reach more Small Businesses.



SMB

MEDIA LEARNINGS

- While a robust dedicated media campaign has not been in market for this specific audience, prior Millward Brown brand study results show that exposure from the general *Energy Efficiency Campaign* significantly **raised awareness** of EUC among Small Business Owners and positioned the initiative as a **go-to resource for energy saving** tactics:
 - Brand Metrics
 - **+12.1%** lift in *Aided Awareness*
 - **+7.9%** lift in *Familiarity*
 - **+11.7%** lift in *Favorability*
 - Brand Attributes
 - **+14.7%** lift in *EUC is a trusted source for smart energy use*
 - **+14.4%** lift in *EUC is a leader in energy saving tactics*
 - **+12.5%** lift in *EUC is inspiring change in California*
- In addition to the Millward Brown, a small test on the LinkedIn platform was launched in Y3 which revealed the need to reach this audience in other environments as scale was low and costs were higher than average



SMB CAMPAIGN IN PROGRESS

A 2020 Small Business campaign is being developed to drive small businesses to get an audit/assessment and to learn about ways to save energy.

- The focus will be getting small business owners to take action and get an energy audit... an audit that will actually benefit them.
- Campaign will include a mix of content (digital video, print, website assets and social) featuring small business owners from industries like restaurants, laundromats, real estate offices etc...).
- Media will activate a data-driven digital strategy to reach & educate small business owners across California, driving IOU audit referrals via the EUC website.
- Leveraging data from industry leading providers presents a viable opportunity to reach targeted audience profile segments:
 - Verizon Media
 - Oracle BlueKai
 - PushSpring



SMB YEAR 4 DISCUSSION

- How can we further strengthen the connection between EUC and IOU resources for SMB audience in Year 4? What other programs and resources do IOUs offer for this audience that EUC might promote?
- How else can we engage SMB audiences in energy efficiency beyond driving them to get an audit?
 - Anything that's worked particularly well for IOUs that we should consider?
- How can we leverage SMBs as community leaders and help them become advocates for the Keep it Golden movement?

The background of the slide is a photograph of a wide street lined with tall palm trees. The scene is captured during the "golden hour" of sunset, with a warm, orange-yellow glow across the sky and the silhouettes of the trees and cars. A semi-transparent white rectangle is centered over the upper half of the image, containing the word "BREAK".

BREAK

2:30 PM -2:45 PM



PRIORITIZATION OF TOPICS

2:45 PM - 4:45 PM | COLLABORATION

All Participants

YEAR 4: INTEGRATION MATRIX

| PRIORITIES IN YEAR 1 | PRIORITIES IN YEAR 2 | PRIORITIES IN YEAR 3 | HIGH PRIORITIES IN YEAR 4 |
|--|----------------------------------|--|---------------------------|
| Behaviors (free) | Behaviors (free) | Behaviors (free) <ul style="list-style-type: none"> • EE Behaviors • TOU Behaviors • EV Behaviors | TBD |
| Energy Management Technologies | Utility Online Management Tool | Customer Experience <ul style="list-style-type: none"> • Utility Online Management Tool • Lead Generation • Small-Business Engagement | TBD |
| Lighting | ESA | ESA | TBD |
| Home Energy Checkup/Advisor (labeled Utility Online Management Tool in Year 2) | RRR/TOU | Low or No-Cost Home Improvements <ul style="list-style-type: none"> • HVAC Maintenance • Energy Management Technologies • Lighting | TBD |
| RRR/TOU | HVAC | Home Investments <ul style="list-style-type: none"> • EE Appliances • HVAC Upgrade or Replacements • Building Envelope | TBD |
| ESA | Energy-Efficient Appliances | AC Cycling/Demand Response | TBD |
| Energy-Efficient Appliances | Lighting | CARE | TBD |
| Home Upgrade Program/Whole House | Energy Management Technologies | | TBD |
| HVAC | AC Cycling | | TBD |
| Zero Net Energy | Home Upgrade Program/Whole House | | |
| Rooftop Solar | Zero Net Energy | | |
| Electric Vehicles | Rooftop Solar | | |
| CARE | Electric Vehicles | | |
| AC Cycling/Demand Response | CARE | | |
| Climate Credit | Demand Response | | |
| | Climate Credit | | |
| | Community Choice Aggregation | | |



NEXT STEPS/JCAP TIMELINE

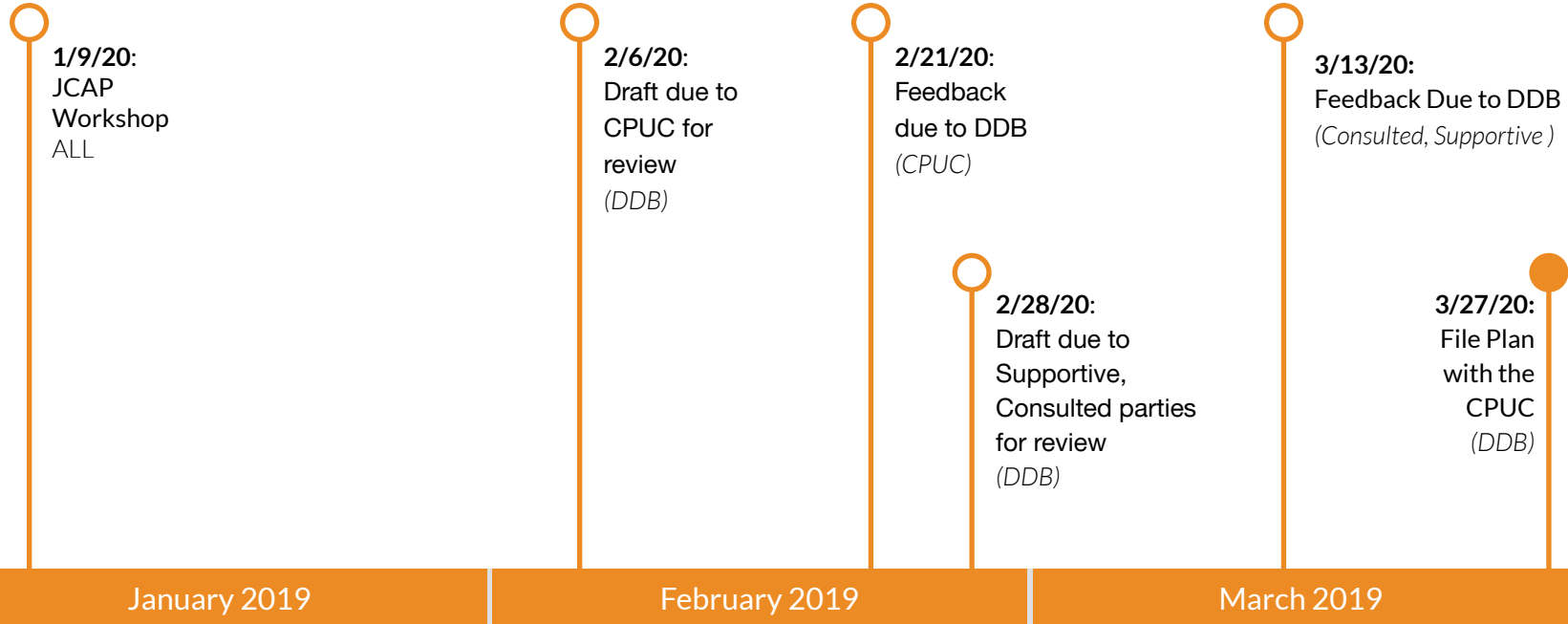
4:45 PM-5:00 PM | COLLABORATION

DDB

JCAP TIMELINE

Energy Upgrade California

2020 JCAP WORKSHOP



NEXT STEPS

